

Market insight



Spain

Analysis of tourist profiles, traveler flows, transportation and target groups

April 2019



ÍSLANDSSTOFA
PROMOTE ICELAND

Market profile

Economy

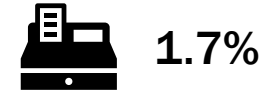
Real GDP Growth



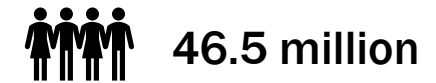
GDP per capita



Consumer price inflation



Population



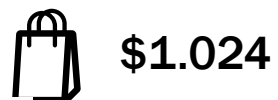
Travel & Tourism

GLOBAL

Total Outbound Trips

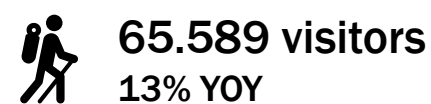


Average spend per trip



ICELAND

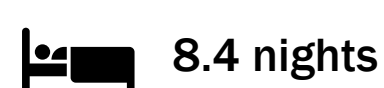
Spanish visitors to Iceland 2018



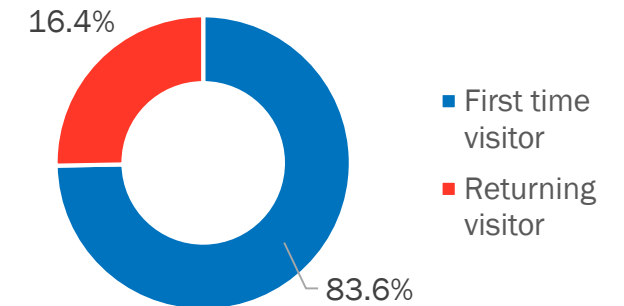
Share of guest nights



Average length of stay



Likelihood of return visit



Air Transportation

All year direct flights

- Madrid
- Barcelona

Seasonal direct flights

- Madrid

Air capacity to Iceland 2018



480.834 thousand seats
35% YOY

Airlines



Seasonality

Spain is the eight largest visitor market in Iceland. The majority of the Spanish visitors come during the months July – October. However, since 2014 the seasonality has been decreasing every year.

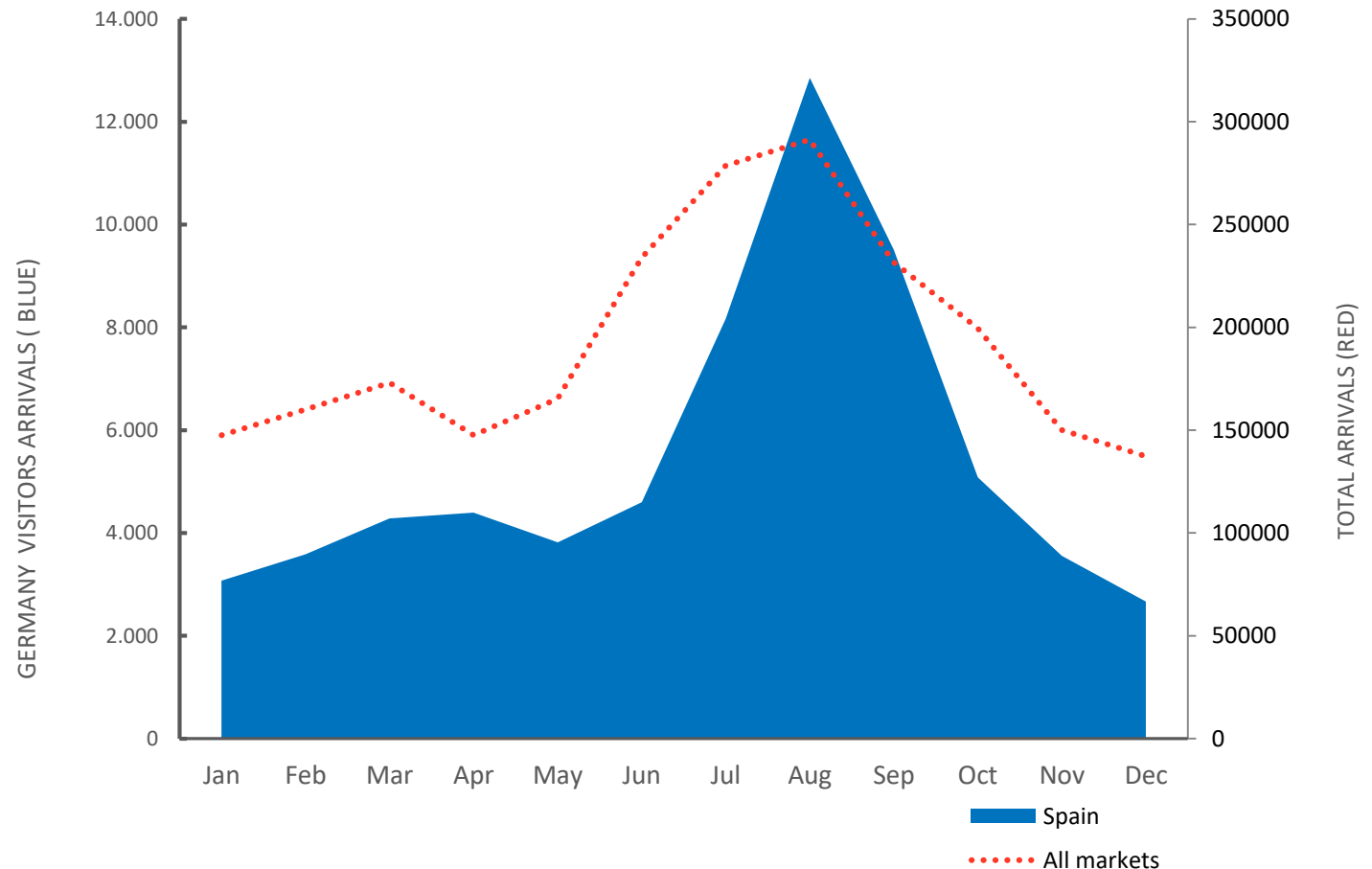
COME DURING

SUMMER: 39%
(JUNE – AUGUST, ALL MARKET AVG 35%)

WINTER: 26%
(JAN – MARCH, NOV – DES
ALL MARKET AVG 33%)

SPRING: 13%
(APRIL – MAY, ALL MARKET AVG 14%)

AUTUMN: 22%
(SEPT – OCT, ALL MARKET AVG 19%)

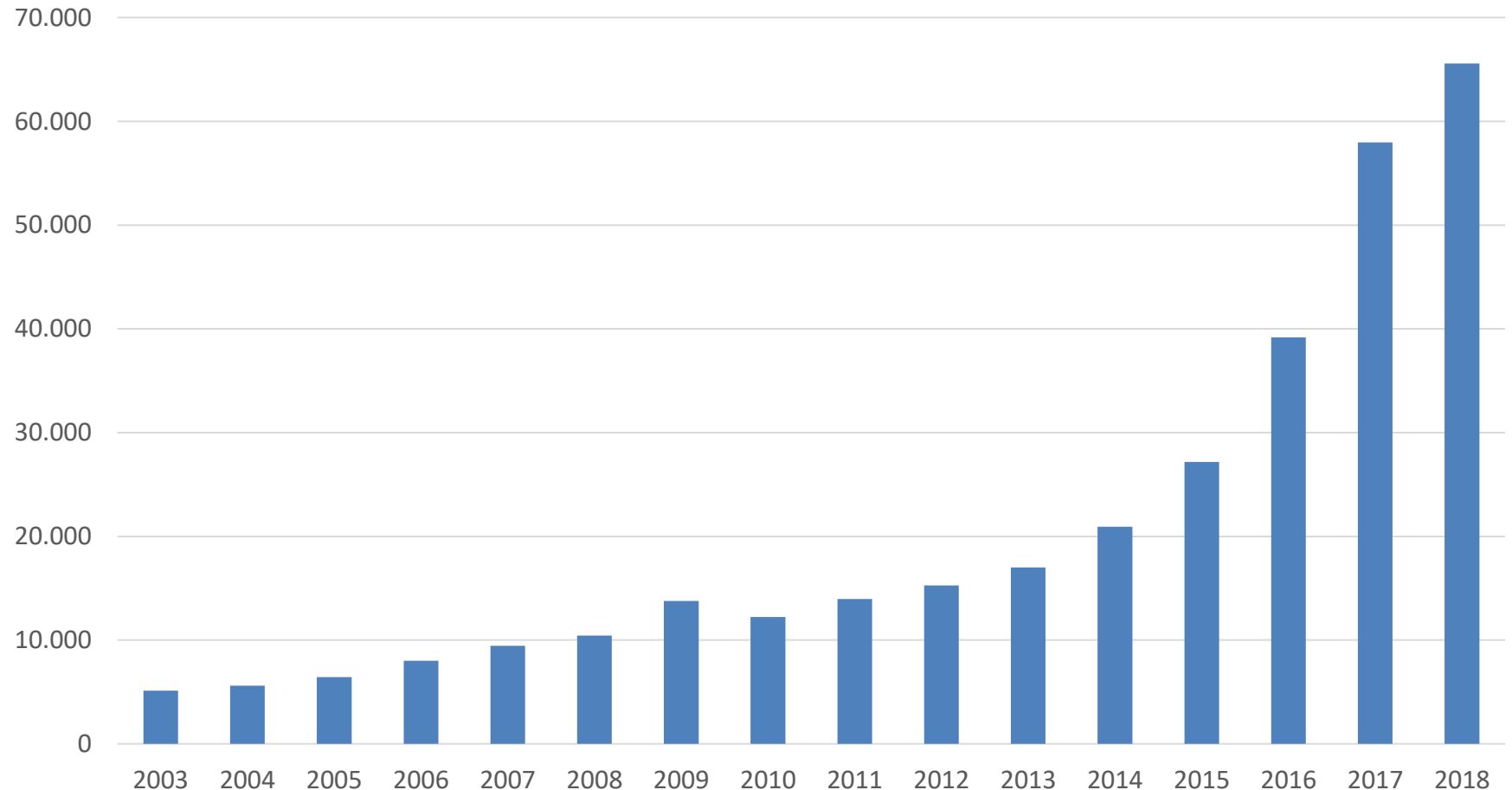


Arrivals over time

- There has been an increase in visitor arrivals from Spain to Iceland from YoY since 2011.
- Four airlines operate direct flight connections between Spain and Iceland: Icelandair, Vueling, Iberia Express and Norwegian. WOW air offered direct flight connections between Barcelona and Keflavík until March 2019.
- The seasonality has been declining relatively since 2014 due to direct flight connections all year around to Barcelona and Madrid.
- The likelihood of a return visit is very high (70%) among the Spanish visitors to Iceland.



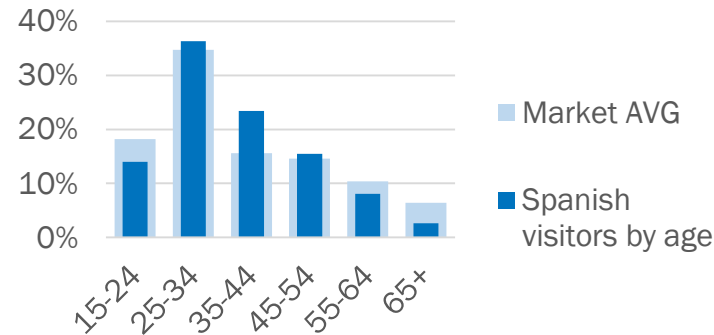
Visitor arrivals from Spain



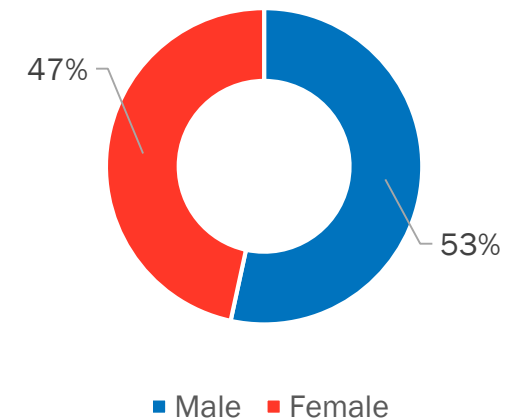
Traveler profile

- Domestic tourism is significantly stronger than international tourism within the Spanish source market
- Spanish tourists in the 25 – 34 age group are one of the quickest growing market segments, beginning to eclipse the number of holidays taken by over 65's in 2018. The growth within this market segment should be capitalised on by tourism organisations domestically and internationally, younger tourists now prefer personalised experiences rather than standardised products.
- By 2022, the average trip length for the Spanish tourist is expected to be 10 days, 1.4 days longer than the global average.

Spanish visitors by age



Spanish visitors by gender



MARKET SNAPSHOT PREPARED BY PROMOTE ICELAND

FEBRUARY 2019

Promote Iceland aims to enhance Iceland's good image and reputation, to support the competitive standing of Icelandic industries in foreign markets, to attract foreign tourists and investments to the country, and assist in the promotion of Icelandic culture abroad.

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